



STATE DEALERS INTERESTED IN OMAHA AUTO SHOW

Manager Powell Expects Fully 3,000 Agents From Nebraska Territory to Attend Annual Exposition.

Omaha motor car distributors report that never before have so many of the dealers throughout this territory expressed their interest in the Omaha show. Last year nearly 3,000 dealers came in, and from present indications, there will be nearer 4,000 this year. Distributors report that practically all of their dealers are coming in this year and are coming early.

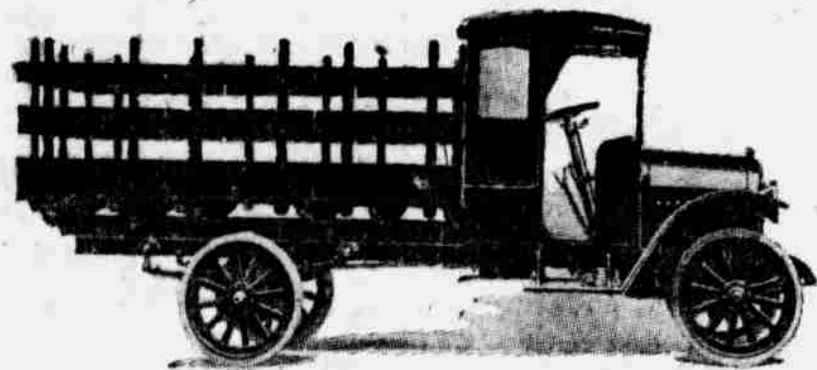
Plans are being made for dealers' conferences, lectures by factory experts, get-together dinners, etc., which will practically fill up show week and bring the dealers in closer touch with car dealers and factory representatives.

Manager Powell reports that he is receiving a flood of inquiries from out in the state and from present indications we will have the biggest crowd in from territory surrounding Omaha that has ever attended an Omaha show. This is accounted for by the fact that the annual Omaha automobile show is not for the benefit of the Omaha distributor alone, but benefits every dealer doing business in this territory. Practically every one of these dealers bring into the show six or more prospects and some of the larger dealers bring in as many as 40 or 50 interested buyers.

Final allotments for space were made at the meeting of the association Friday and every square inch of space in the Auditorium proper, the annex and in the truck display downstairs has been taken. Mr. Powell states that if he had twice the space the dealers would take it.

Work on the McCaffrey building, which will be used for the show, is nearly completed and decoration on

Maxwell Truck With Stake Body is Adapted to Farm Work



that part of the show will probably start this coming week.

The decorations are well along and Mr. Colling is simply waiting to get into the Auditorium. It's a big job to place all of the decorations in the show in the time allotted, but no difficulty is anticipated in getting everything in place in time.

Westward the Star of Efficiency Takes Its Way

"That the truck is coming to its own in Nebraska during the coming year is evidenced on all sides," asserts H. H. Cannon of the Iowa Motor Truck company.

"As a relief for the railroad congestion in the east the truck has proven to be a most effective remedy. Motor magazines are teeming with accomplishments of the motor truck as savior of the day in transportation matters."

"Since the trend of public opinion has changed and the economists of the country no longer point an accusing finger at the passenger car, they are coming to the realization that the automobile as well as the truck is well nigh indispensable to present day efficiency."

"Farmers in this section are beginning to grasp the importance of time to their endeavors and this is the rock which will form the foundation for truck sales. Within the next five years I would venture the opinion that horse drawn vehicles will be as rare on country roads as in the city. One will have to go to the 'zoo' to see a horse."

Ford to Furnish Films for U. S. Propaganda in Europe

In casting about for an efficient American propaganda for foreign countries President Wilson came to inspect a series of Ford Education Weeklies, with the result that the Ford Motor company has been asked to supply them in quantities to Europe translated into the language of the respective countries.

An immediate response has placed nearly 300,000 feet of Ford educational films in Russia, France, Italy and Spain, in each instance accompanied by a representative of the government.

In addition to this Mr. Ford has produced a six-reel film entitled "The Making of a Man-of-Warman," taken at one of our largest naval training stations and showing the middies in every phase of their daily life until they have completed their training. This film was produced with the idea of silencing rumors to the effect that our naval recruits were not receiving proper attention at the hands of the government. A reel of this film is being shown each Monday at the Sun, Tuesdays at the Orpheum, South Side, and Wednesdays at the Grand, Sixteenth and Locust streets.

Dill Buys Out Tarring's Interest in Auto Business

The firm of Dill & Tarring, Jordan and Olympian distributors, located at 2209 Farnam street, has been changed to the Dill Motor Car company. Albert Dill having purchased the interests of Jens Tarring.

AMERICAN AUTO DRIVERS STRONG FACTORS IN AIR

Lieutenant Rickenbacher Instructing Birdmen in Egypt and Caleb Bragg Holding Flying Trophy.

With Lieutenant Eddie Rickenbacher instructing a school of army birdmen in Egypt and Caleb Bragg the proud possessor of the Curtiss marine flying trophy for making the record hydroaeroplane flight of the year, the prediction that American automobile drivers would be important factors in the development of Uncle Sam's fighting aircraft, made prior to America's entrance into the war, has been verified, according to F. E. Miller of the T. G. Northwall company, local distributor of National Highway sixes and twelves.

Bragg, who was awarded the Curtiss trophy and \$1000 in cash during the week of the 1918 New York automobile show, captured the hydroaeroplane honors of 1917 in October when he flew from Mineola to Troy in the interest of the Liberty Loan campaign. He has contributed his prize money for the purchase of comforts for our soldiers and sailors.

"Of the many famous race drivers

who have won fame at the wheels of National cars, there never was one as fearless as Bragg," said Mr. Miller in commenting on the young millionaire sportsman's recent achievement in the clouds. "Although slight of build and with a voice as soft as a woman's, he was as daring as they come in the heat of competition on road racing courses and speedway. His composure was wonderful. He seemed to be without nerves."

"It was early in his racing career, long before he captured international honors by winning the Grand Prize at Milwaukee in 1912, that Bragg was identified with the National racing team. He was the find of William C. Poertner, the National distributor at New York, who won Caleb over to an American car. Bragg was partial to foreign mounts, but the speed and power of the four-cylinder National induced him to use it in eastern hill climbs."

"Although Bragg drove a National at a time when the blue cars from Indianapolis were supreme on speedway and road, the special racing machine of his day would be forced to bow before the stock National of 1918, so much superior is the 12-cylinder model of today over the race-winning four of six or more years ago. The new National speedster will hit 75 miles an hour on a country road. This is only a trifle under the average of 78.72 miles per hour at which Joe Dawson captured the Indianapolis international sweepstakes of 1912, run on a specially constructed course, paved with brick and banked at turns."

Looking for work? Turn to the Help Wanted Columns now. You will find hundreds of positions listed there.

MACHINE GUN MOUNT ON DODGE BROS.' CARS

State of Illinois Supplies Automobiles to Machine Gun Company of New National Guard.

Machine Gun Company No. 1, 11th Illinois infantry, has been provided by the state with two Dodge Brothers motor cars, with complete machine gun equipment.

When the national guard of Illinois became federalized, immediate steps were taken to organize three regiments of militia, which would be available in case of riots or other extraordinary acts arising within the state.

Two regiments, designated as the 9th and 10th, were raised in the central and southern part of the state, while the 11th regiment was recruited wholly from Chicago and vicinity.

The state issued full equipment, including Springfield rifles, to the regiment; and to the machine gun company, guns of the latest pattern and Dodge Brothers motor cars. The machine guns shoot .30 caliber bullets at the rate of 420 per minute and are mounted on a swivel sitting on a specially constructed frame over the hood. Each gun is controlled by the gunner at the side of the driver and can be pointed in any direction and to an elevation or deflection of about 45 degrees. The automobiles are flexible and capable of high speed and require but little room for maneuvering. Two automobiles constitute a platoon, which unit has been found to offer the greatest mobility.

Maxwell Motor Trucks Used in Regular Service

Discovering that shipping by motor truck is not only cheaper but considerably quicker than by railway freight, Racklind & Garber, produce merchants of Chicago and Indianapolis, have inaugurated a regular motor freight line between the two cities, in each of which they have big store-rooms. Their freight shipments in the past have been large ones.

Speed in shipping produce is a necessity. Slow moving freight trains have often caused the commission merchants a heavy financial loss. Several weeks ago the firm was unable to secure a through car for a load of goods a Chicago hotel was calling for. A truck owned by the firm was loaded with 2,300 pounds of perishable freight in Indianapolis, and the run to Chicago, 186 miles, was made in 13 hours.

The truck arrived at the hotel, without the double loading and unloading required when shipment is by rail. The roads were covered with snow and ice for the entire length of the trip. The truck, which was a Maxwell, made the journey without mechanical trouble.

"The Maxwell truck performed so well and is so extremely economical that we are going to make the inter-city freight deliveries three times a week," said Racklind after a recent arrival in Chicago.

The Peak of Tire Accomplishment

NOTHING that we Goodyear Service Station Dealers have ever said about Goodyear Cord Tires is half so impressive as what these tires have actually accomplished.

On the speedways and tracks of America the past season, Goodyear Cord Tires have won every officially recognized race.

More than that, the majority of these races were driven at a pace which shattered record after record, and speeds in excess of a hundred miles an hour were common.

Most important of all, in spite of such terrific speeds, every victory by Goodyear Cord Tires was won by a non-stop run.

This is the very peak of tire accomplishment—under similar conditions such performance has never been duplicated.

It is the most eloquent testimony possible, of the superior speed, strength and stamina of Goodyear Cord Tires.

It establishes beyond question our contention that these are the most able, the most resolute, the most enduring and economical tires it is possible to buy.

The qualities that have made Goodyear Cord Tires supreme on the speedway are the qualities that insure your extreme satisfaction from them on your car.

This sign identifies the Goodyear Service Station Dealer.



Goodyear Tires, Tubes and Accessories are always kept in stock.

THE NOVELTY REPAIR CO.,
4809 South 24th St.—Phone South 1404.

HOLMES-ADKINS CO.,
4911-15 South 24th St.—Phone South 420.

NATIONAL AUTO SCHOOL,
2814 North 20th St.—Phone Webster 5943.

TROUP AUTO SUPPLY CO.,
1921 Farnam St.—Phone Doug. 5230.

S. & A. TIRE & RUBBER CO.,
2522 Farnam St.—Phone Doug. 3854.

ORR MOTOR SALES CO.,
Packard Show Room.

CHAS. W. WALKER GARAGE CO.,
Fontenelle Garage—Auditorium Garage,
and C. W. Walker Garage, 36th and Farnam Sts.

COUNCIL BLUFFS AUTO CO.,
510-518 Pearl St., Council Bluffs—Phone 2691.

EARNING

SAVING

SPENDING

GIVING

Thrift—

is defined in these four words by W. W. Head, Vice-Pres. Omaha National Bank.
—and we believe thrift can be associated with the purchase of a motor car.

EARNING:

BUY a Cadillac because it will earn money for you each year you use it. Its permanent and well-known value assures you of minimum depreciation and no waste.

SAVING:

BUY a Cadillac because you will save money in the long run—save on upkeep—save on tires—save on repair bills. Its well-known quality assures you of value received.

SPENDING:

BUY a Cadillac because a good car is an asset. It makes you more efficient—saves time and annoyance, and gives you more time to help in various important undertakings. When you buy a Cadillac you spend money to help win the war. Uncle Sam gets his bit (in war tax), and many employees get money which they spend doing their bit.

GIVING:

BUY a Cadillac because you then give your family and yourself the safest, most convenient and most efficient means of transportation. Buy a Cadillac NOW. It is durable and economical. Ask Cadillac owners. They know the reason for Cadillac success.

If a motor car increases your efficiency, it is not a luxury.

Ask us about our service—It will interest you.

JONES, HANSEN-CADILLAC CO.

Farnam Street at 26th.

Omaha, Nebraska.

Harney 710.

GOOD YEAR
AKRON